

Jetty Road Mainstreet
Committee

NOTICE OF MEETING

Notice is hereby given that a meeting of the Jetty Road Mainstreet Committee will be held in the

**Glenelg Library Meeting Room
Colley Terrace, Glenelg**

Wednesday 4 March 2020 at 6.00pm

**Roberto Bria
CHIEF EXECUTIVE OFFICER**

Jetty Road Mainstreet Committee Agenda

1. OPENING

The Chairperson, Con Maios will declare the meeting open at 6:00 pm.

2. APOLOGIES

2.1 Apologies received: L Boys

2.2 Absent

3. DECLARATION OF INTEREST

If a Committee Member has an interest (within the terms of the Local Government Act 1999) in a matter before the Committee they are asked to disclose the interest to the Committee and provide full and accurate details of the relevant interest. Committee Members are reminded to declare their interest before each item.

4. CONFIRMATION OF MINUTES

Motion

That the minutes of the Jetty Road Mainstreet Committee held on 12 February 2020 be taken as read and confirmed.

5. QUESTIONS BY MEMBERS

5.1 **Without Notice** - Nil

5.2 **With Notice** - Nil

6. MOTIONS ON NOTICE - Nil

7. PRESENTATION

Race Around the Bay Event

Micaela Walker and Sami Madlur, HoldUp Youth Committee will present an overview the Race Around the Bay Event to then invite individual Traders to be part of the event.

8. REPORTS/ITEMS OF BUSINESS

- | | | |
|-----|-----------------------------|--------------------|
| 8.1 | New Committee Welcome | (Report no: 58/20) |
| 8.2 | Appointment of Deputy Chair | (Report no: 59/20) |
| 8.3 | Monthly Finance Report | (Report no: 60/20) |
| 8.4 | Marketing Update | (Report no: 61/20) |
| 8.5 | Events Update | (Report no: 62/20) |
| 8.6 | Terms of Reference Report | (Report no: 63/20) |

9. URGENT BUSINESS – Subject to the Leave of the Meeting

10. DATE AND TIME OF NEXT MEETING

The next meeting of the Jetty Road Mainstreet Committee will be held on Wednesday 1 April 2020 in the Glenelg Library Meeting Room, Colley Terrace, Glenelg.

11. CLOSURE



ROBERTO BRIA
CHIEF EXECUTIVE OFFICER

Item No: **8.1**

Subject: **NEW COMMITTEE WELCOME**

Date: 4 March 2020

Written By: Manager, City Activation

General Manager: Community Services, Ms M Lock

SUMMARY

The Chair will address the Jetty Road Mainstreet Committee at the meeting and welcome its new members.

This report provides information for the committee to note in regards to operating as the Jetty Road Mainstreet Committee (JRMC). The JRMC comprises of 11 members who are a mix of the Glenelg Tourism Precinct (Jetty Road, Glenelg) business owners, commercial property owners and Elected Members. The JRMC is an advisory committee of the City of Holdfast Bay formed under Section 41 of the *Local Government Act 1999*. The committee is established to advise Council on enhancing and promoting the Precinct as a vibrant shopping, leisure and recreation area with year round appeal to residents and visitors. A copy of the JRMC Terms of Reference and City of Holdfast Bay Code of Practice Meeting Procedures has been provided to new committee members.

RECOMMENDATION

That the Jetty Road Mainstreet Committee note this report.

COMMUNITY PLAN

Placemaking: Creating lively and safe places
Economy: Making it easier to do business
Economy: Boosting our visitor economy

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

The Jetty Road Glenelg Precinct (“the Precinct”) is recognised throughout South Australia and beyond as one of the best examples of a thriving traditional retail, hospitality and business district, servicing the needs of the community and around two million visitors each year. In 1994, the former City of Glenelg established the Jetty Road Mainstreet Board (“the Board”) with the aim of supporting the Precinct to flourish and expand, to strengthen partnerships between businesses, the Council and local community. In 2007, the name was changed to the Jetty Road Mainstreet Management Committee (JRMMC), followed by a further name change in 2016 to the Jetty Road Mainstreet Committee (JRMC).

The JRMC comprises of 11 members who are a mix of the Glenelg Tourism Precinct (Jetty Road, Glenelg) business owners, commercial property owners and Elected Members of Council.

The Jetty Road Mainstreet Committee is established to advise Council on promoting the Precinct as a vibrant shopping, leisure and recreational area with year round appeal and furthering the economic development of the Precinct and encouraging further retail investment in the Precinct.

REPORT

The Chair will address the Jetty Road Mainstreet Committee at the meeting and welcome its new members.

Following the resignation of two committee members, at the 28 January Council Meeting, Council endorsed the selection panel’s recommendation and endorsed the two new Jetty Road Mainstreet Committee effective from 4 March 2020 as follows:

- Mr Omer Sonner, The Ottoman Grill
- Ms Elisa Fassina, Fassina Liquor Group

A copy of the Jetty Road Mainstreet Committee Terms of Reference and the City of Holdfast Bay Code of Practice Meeting Procedures has been provided to the new committee members.

The committee will also appoint a new Deputy Chairperson at this meeting due to the resignation of the incumbent.

BUDGET

Not applicable

LIFE CYCLE COSTS

Not applicable

Item No: **8.2**

Subject: **APPOINTMENT OF DEPUTY CHAIR**

Date: 4 March 2020

Written By: Manager, City Activation

General Manager: Community Services, Ms M Lock

SUMMARY

The Jetty Road Mainstreet Committee (JRMC) are to vote and endorse to fill the Deputy Chair vacancy on the Jetty Road Mainstreet Committee effective immediately till 11 March 2021, following the resignation of a JRMC member.

RECOMMENDATION

That the JRMC endorse __ (Insert Committee Member Name) _____ to fill the Deputy Chair vacancy on the Jetty Road Mainstreet Committee effective immediately till 11 March 2021.

COMMUNITY PLAN

Economy: Supporting and growing local business
Economy: Boosting our visitor economy

COUNCIL POLICY

Not applicable.

STATUTORY PROVISIONS

Not applicable.

BACKGROUND

In January 2020 the JRMC Development Coordinator received the resignation from the following Committee Member, Ms Eve Leenaearts. This vacancy was endorsed to backfill for the remainder for the remainder of the term by Council in a meeting held 28 January 2020. Ms Leenaearts also held the role as Deputy Chair through her most recent term on the Committee. This report is for the current Committee to vote and endorse a Committee Member to back-fill the role as Deputy Chair effective immediately until the end of the current term 11 March 2021.

REPORT

In January 2020, the JRM Development Coordinator received the resignation from the following Committee Member, Ms Eve Leenaerts. This vacancy was endorsed to backfill for the remainder of the term by Council in a meeting held 28 January 2020. Ms Leenaerts also held the role as Deputy Chair through her most recent term on the Committee which now requires to be backfilled.

The role of the Deputy Chair is to fulfil the Chair's role when the Chair is absent.

This report is for the current Committee to vote and endorse a Committee Member to fill the vacancy of the Deputy Chair effective immediately until the end of the current term 11 March 2021.

BUDGET

Not Applicable

LIFE CYCLE COSTS

Not Applicable

Item No: **8.3**

Subject: **MONTHLY FINANCE REPORT**

Date: 4 March 2020

Written By: Manager, City Activation

General Manager: Community Services, Ms M Lock

SUMMARY

The Jetty Road Mainstreet Committee January 2020 variance report is prepared by the Manager, City Activation and is presented for information of the members of the Jetty Road Mainstreet Committee.

RECOMMENDATION

That the Jetty Road Mainstreet Committee note this report.

COMMUNITY PLAN

Economy: Supporting and growing local business
Economy: Boosting our visitor economy

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

The Jetty Road Mainstreet Committee (JRMC) has been established to undertake work to benefit the traders on Jetty Road Glenelg, using the separate rate raised for this purpose. An annual budget is endorsed by Council each year. Expenditure is monitored against budget each month to ensure that all expenditure and income is within approved parameters.

REPORT

The current 2019/20 Jetty Road Mainstreet budget is on track.

BUDGET

Not applicable

LIFE CYCLE COSTS

There are no life cycle costs associated with this report.

INCOME & EXPENDITURE STATEMENT 31 January 2020

| | Annual Budget | YTD Budget | YTD Actuals | Variance | <u>2018/19 Comparatives</u> | |
|-------------------------------------|-----------------|----------------|----------------|-----------------|-----------------------------|-----------------|
| | | | | | Actuals 31 January | Actuals 30 June |
| Revenue | | | | | | |
| General Rates Raised | 578,088 | 578,088 | 578,076 | (12) | 564,513 | 564,513 |
| Other Income | 4,200 | 2,000 | 4,053 | 2,053 | 10,593 | 24,349 |
| Gift Card Revenue | - | - | - | - | 4,210 | 6,130 |
| | 582,288 | 580,088 | 582,129 | 2,041 | 579,316 | 594,992 |
| Expenses | | | | | | |
| Employee Costs | 149,889 | 88,013 | 96,768 | (8,755) | 83,412 | 146,198 |
| Sponsorships | 12,500 | 8,587 | 5,760 | 2,827 | 100 | 7,600 |
| Professional Services | 6,500 | 4,457 | 6,103 | (1,646) | 8,326 | 12,472 |
| Event Management | 81,105 | 54,028 | 28,686 | 25,342 | 34,327 | 39,346 |
| Marketing | 140,814 | 94,260 | 80,374 | 13,887 | 79,982 | 153,999 |
| Retail Strategy Implementation | 15,000 | 15,000 | 24,668 | (9,668) | 29,881 | 43,232 |
| Repairs & Maintenance | 1,500 | - | 249 | (249) | 125 | 205 |
| Food & Drink | 3,250 | 1,072 | 1,961 | (889) | 1,747 | 3,025 |
| Office Expenses | - | - | - | - | 1,444 | 1,684 |
| Directory Board | 2,500 | 1,425 | - | 1,425 | - | 135 |
| Christmas Decorations | 50,000 | 50,000 | 20,417 | 29,583 | 39,725 | 42,225 |
| Festoon Lighting | - | - | - | - | - | 15,820 |
| Gift Card Expenditure | - | - | 2,841 | (2,841) | 2,796 | 8,289 |
| Unallocated credit card expenditure | - | - | 1,587 | (1,587) | 4,099 | - |
| Christmas Pageant | 20,000 | 20,000 | 20,000 | - | 29,528 | 31,099 |
| Winter Wonderland | 43,188 | 43,188 | 66,217 | (23,029) | 41,156 | 41,866 |
| Tour Down Under | 50,000 | 50,000 | 19,223 | 30,777 | 15,536 | 40,467 |
| October Street Party | 30,000 | 30,000 | 30,931 | (931) | 30,041 | 31,897 |
| Winter Activation | 31,233 | 31,233 | 23,209 | 8,024 | - | - |
| | 637,479 | 491,264 | 428,994 | 62,270 | 402,225 | 619,559 |
| Net Profit/(Loss)* | (55,191) | 88,824 | 153,135 | 64,311 | 177,091 | (24,567) |

*Annual Budget includes carry forward amount from 2018/19 of \$55,191

Marketing - Breakdown

| | Actual | Budget |
|------------------------|----------------------|-----------------------|
| Digital Marketing | 12,543 | |
| Radio | - | |
| Television | 4,000 | |
| Outdoor Signage | 46,229 | |
| Print Media | 3,760 | |
| Promotional Collateral | 13,842 | |
| Contingency Budget | | |
| | <u>80,374</u> | <u>140,814</u> |

226 - Glenelg Mainstreet

| Activity | Original Budget | Carry Forwards / Budget Reviews | Current Adopted Budget | Current Adopted YTD Budget | YTD Actuals | YTD Variance | Orders | Total Actuals | Balance Available |
|---|------------------------|--|-------------------------------|-----------------------------------|--------------------|---------------------|---------------|----------------------|--------------------------|
| 200 - Salaries | 128,361 | 0 | 128,361 | 76,523 | 82,488 | (5,965) | 0 | 82,488 | 45,873 |
| 249 - Wages - Overtime | 4,000 | 0 | 4,000 | 947 | 3,717 | (2,770) | 0 | 3,717 | 283 |
| 250 - Salaries Superannuation | 12,073 | 0 | 12,073 | 7,197 | 7,835 | (638) | 0 | 7,835 | 4,238 |
| 283 - Sponsorships | 12,500 | 0 | 12,500 | 8,587 | 5,760 | 2,827 | 0 | 5,760 | 6,740 |
| 301 - Professional Services | 6,500 | 0 | 6,500 | 4,457 | 6,103 | (1,646) | 0 | 6,103 | 397 |
| 310 - Project/Event Management | 81,105 | 0 | 81,105 | 54,028 | 28,686 | 25,382 | 0 | 28,646 | 52,459 |
| 31D - Retail Strategy Implementation | 15,000 | 0 | 15,000 | 15,000 | 24,668 | (9,668) | 0 | 24,668 | (9,668) |
| 401 - Christmas Decorations | 42,515 | 0 | 42,515 | 42,515 | 20,417 | 22,098 | 0 | 20,417 | 22,098 |
| 415 - Food and Drink | 1,250 | 0 | 1,250 | 395 | 1,682 | (1,287) | 0 | 1,682 | (432) |
| 41F - Food, Drink, Entertainment (FBT Applicable) | 2,000 | 0 | 2,000 | 677 | 278 | 399 | 0 | 278 | 1,722 |
| 423 - Repairs and Maintenance - General Materials | 1,500 | 0 | 1,500 | 0 | 249 | (249) | 0 | 249 | 1,251 |
| 433 - Marketing - Promotion & Familiarisation | 138,108 | 0 | 138,108 | 94,260 | 80,374 | 13,887 | 10,301 | 90,675 | 47,433 |
| 438 - Directory Board | 2,500 | 0 | 2,500 | 1,425 | 0 | 1,425 | 0 | 0 | 2,500 |
| 817 - Insurance - Workers Compensation - Sals | 5,455 | 0 | 5,455 | 3,345 | 2,728 | 618 | 0 | 2,728 | 2,728 |
| 898 - Credit Card Expenditure yet to be Allocated | 0 | 0 | 0 | 0 | 1,587 | (1,587) | 0 | 1,587 | (1,587) |
| 89A - Carry Forward Budget | (45,000) | 55,191 | 10,191 | 7,485 | 0 | 7,485 | 0 | 0 | 10,191 |
| 8GC - Gift Card Expenditure | 0 | 0 | 0 | 0 | 2,841 | (2,841) | 0 | 2,841 | (2,841) |
| 900 - Miscellaneous Income | 0 | 0 | 0 | 0 | (39) | 39 | 0 | (39) | 39 |
| 910 - Ticket Sales | (4,200) | 0 | (4,200) | (2,000) | (86) | (1,914) | 0 | (86) | (4,114) |
| 966 - General Rates Raised | (578,088) | 0 | (578,088) | (578,088) | (578,076) | (12) | 0 | (578,076) | (12) |
| 974 - Sales - Other and Promotional Items | 0 | 0 | 0 | 0 | (3,927) | 3,927 | 0 | (3,927) | 3,927 |
| | (174,421) | 55,191 | (119,230) | (263,246) | (312,715) | 49,509 | 10,301 | (302,454) | 183,224 |

J01 - Christmas Pageant - Jetty Road Contribution

| Activity | Original Budget | Carry Forwards / Budget Reviews | Current Adopted Budget | Current Adopted YTD Budget | YTD Actuals | YTD Variance | Orders | Total Actuals | Balance Available |
|--------------------------------|------------------------|--|-------------------------------|-----------------------------------|--------------------|---------------------|---------------|----------------------|--------------------------|
| 249 - Wages - Overtime | 7,223 | 0 | 7,223 | 7,223 | 0 | 7,223 | 0 | 0 | 7,223 |
| 310 - Project/Event Management | 7,000 | 0 | 7,000 | 7,000 | 0 | 7,000 | 0 | 0 | 7,000 |
| 312 - Hire Companies | 5,777 | 0 | 5,777 | 5,777 | 0 | 5,777 | 0 | 0 | 5,777 |
| 80Z - Internal Expenses | 0 | 0 | 0 | 0 | 20,000 | (20,000) | 0 | 20,000 | (20,000) |
| | 20,000 | 0 | 20,000 | 20,000 | 20,000 | 0 | 0 | 20,000 | 0 |

J02 - Winter Wonderland - Jetty Road Contribution (50% of Budget)

| Activity | Original Budget | Carry Forwards / Budget Reviews | Current Adopted Budget | Current Adopted YTD Budget | YTD Actuals | YTD Variance | Orders | Total Actuals | Balance Available |
|---|------------------------|--|-------------------------------|-----------------------------------|--------------------|---------------------|---------------|----------------------|--------------------------|
| 205 - Wages | 0 | 0 | 0 | 0 | 215 | (215) | 0 | 215 | (215) |
| 249 - Wages - Overtime | 541 | 0 | 541 | 541 | 131 | 410 | 0 | 131 | 410 |
| 301 - Professional Services | 100,000 | (31,233) | 68,767 | 68,767 | 123,372 | (54,605) | 0 | 123,372 | (54,605) |
| 310 - Project/Event Management | 2,207 | 0 | 2,207 | 2,207 | 0 | 2,207 | 0 | 0 | 2,207 |
| 326 - Security Services - General | 12,000 | 0 | 12,000 | 12,000 | 16,053 | (4,053) | 0 | 16,053 | (4,053) |
| 433 - Marketing - Promotion & Familiarisation | 18,000 | 0 | 18,000 | 18,000 | 8,999 | 9,001 | 0 | 8,999 | 9,001 |
| 492 - Web Sites Updates | 170 | 0 | 170 | 170 | 0 | 170 | 0 | 0 | 170 |
| 800 - Other Expenditure | 4,677 | 0 | 4,677 | 4,677 | 44 | 4,633 | 0 | 44 | 4,633 |
| 801 - Advertisements | 15,485 | 0 | 15,485 | 15,485 | 188 | 15,297 | 0 | 188 | 15,297 |
| 835 - Entertainment/Special Occasions | 6,356 | 0 | 6,356 | 6,356 | 38 | 6,318 | 0 | 38 | 6,318 |
| 910 - Ticket Sales | (81,720) | 0 | (81,720) | (81,720) | (80,003) | (1,717) | 0 | (80,003) | (1,717) |
| 944 - Sponsorship Income | (3,295) | 0 | (3,295) | (3,295) | (2,820) | (475) | 0 | (2,820) | (475) |
| | 74,421 | (31,233) | 43,188 | 43,188 | 66,217 | (23,029) | 0 | 66,217 | (23,029) |

J03 - Tour Down Under - Jetty Road Contribution

| Activity | Original Budget | Carry Forwards / Budget Reviews | Current Adopted Budget | Current Adopted YTD Budget | YTD Actuals | YTD Variance | Orders | Total Actuals | Balance Available |
|---|------------------------|--|-------------------------------|-----------------------------------|--------------------|---------------------|---------------|----------------------|--------------------------|
| 205 - Wages | 1,400 | 0 | 1,400 | 1,400 | 152 | 1,248 | 0 | 152 | 1,248 |
| 249 - Wages - Overtime | 2,750 | 0 | 2,750 | 2,750 | 8,973 | (6,223) | 0 | 8,973 | (6,223) |
| 310 - Project/Event Management | 35,000 | 0 | 35,000 | 35,000 | 4,846 | 30,154 | 0 | 4,846 | 30,154 |
| 312 - Hire Companies | 10,100 | 0 | 10,100 | 10,100 | 3,869 | 6,231 | 0 | 3,869 | 6,231 |
| 423 - Repairs and Maintenance - General Materials | 750 | 0 | 750 | 750 | 0 | 750 | 0 | 0 | 750 |
| 433 - Marketing - Promotion & Familiarisation | 0 | 0 | 0 | 0 | 548 | (548) | 0 | 548 | (548) |
| 800 - Other Expenditure | 0 | 0 | 0 | 0 | 836 | (836) | 0 | 836 | (836) |
| | 50,000 | 0 | 50,000 | 50,000 | 19,223 | 30,777 | 0 | 19,223 | 30,777 |

J04 - October Street Party

| Activity | Original Budget | Carry Forwards / Budget Reviews | Current Adopted Budget | Current Adopted YTD Budget | YTD Actuals | YTD Variance | Orders | Total Actuals | Balance Available |
|---|------------------------|--|-------------------------------|-----------------------------------|--------------------|---------------------|---------------|----------------------|--------------------------|
| 310 - Project/Event Management | 30,000 | 0 | 30,000 | 30,000 | 30,431 | (431) | 0 | 30,431 | (431) |
| 433 - Marketing - Promotion & Familiarisation | 0 | 0 | 0 | 0 | 500 | (500) | 0 | 500 | (500) |
| | 30,000 | 0 | 30,000 | 30,000 | 30,931 | (931) | 0 | 30,931 | (931) |

J05 - Winter Activation

| Activity | Original Budget | Carry Forwards / Budget Reviews | Current Adopted Budget | Current Adopted YTD Budget | YTD Actuals | YTD Variance | Orders | Total Actuals | Balance Available |
|-----------------------------|------------------------|--|-------------------------------|-----------------------------------|--------------------|---------------------|---------------|----------------------|--------------------------|
| 301 - Professional Services | 0 | 31,233 | 31,233 | 31,233 | 25,072 | 6,161 | 0 | 25,072 | 6,161 |
| 900 - Miscellaneous Income | 0 | 0 | 0 | 0 | (1,863) | 1,863 | 0 | (1,863) | 1,863 |
| | 0 | 31,233 | 31,233 | 31,233 | 23,209 | 8,024 | 0 | 23,209 | 8,024 |

Item No: **8.4**
Subject: **MARKETING UPDATE**
Date: 4 March 2020
Written By: Manager, City Activation
General Manager: Community Services, Ms M Lock

SUMMARY

The report provides an update on marketing initiatives being undertaken from the Jetty Road Mainstreet Committee 2019/20 Marketing Plan and initiatives aligned to the delivery of the Jetty Road Glenelg Retail Strategy 2018-2022.

RECOMMENDATION

That the Jetty Road Mainstreet Committee note this report.

COMMUNITY PLAN

Economy: Supporting and growing local business
Economy: Boosting our visitor economy

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

The Jetty Road Development Coordinator is responsible for implementing initiatives on behalf of the Jetty Road Mainstreet Committee in alignment with the 2019/20 Jetty Road Marketing Plan.

REPORT

Brand Development

Style Media Co, the creative agency who worked on the 'I Want to Stay' campaign delivered the recent tram wrap, this included re-fresh elements, additional tag lines 'Stay and Eat' and 'Stay and Shop', plus refresh of colour and imagery. Where the City of Holdfast Bay Creative Services Advisor and Tourism Coordinator, recruited Frankie the Creative to produce new photography and Inbound Creative to produce a 30 second video, which was shot in mid-January 2020 as part of the refresh of the image library.

The 30 second video is in the final editing phase at the time of writing this report in which will be made available to us shortly. A suite of 70 new images are now available, and will be made available to traders as well.

Collateral:

We have completed new designs and installed refreshed bin corflutes and road entry statements for Jetty Road Glenelg at the following locations:

- Entry Statements 2x corner of Brighton Rd, Anzac Hwy and Tapleys Hill Road and the Patawalonga.
- A total of 8 bin corflutes, which are located on Jetty Rd Glenelg, Moseley Square, Colley Tce fence, Glenelg Jetty and Esplanade Glenelg:
 - 4x Stay and Shop
 - 4x Stay and Eat



Entry Statement



Bin Corflutes

Jetty Road LOCAL Magazine

The City of Holdfast Bay, Creative Services Advisor is currently working with the Publisher KIDOO MAG + JETTY RD LOCAL in sourcing new print quotes to offer options of magazine cover stock, to provide a higher quality feel to the magazine. Options will be discussed with the JRMC Chair and a nominated committee member for input and also discuss the magazine layout, feedback and direction. The rates will also be finalised and then distributed via the Jetty Road e-Newsletter to invite traders to advertise / feature in the Winter edition.

The strategy around the format to the Winter edition is to increase visitation to Glenelg through the cooler months. This is achieved by including the reader discount vouchers to stores in the precinct.

The magazines distribution will again be available from within the stores in the precinct and online, as well as other key tourism destinations and surrounding precincts. In addition, the magazine will be located in the Winter Wonderland marquee during the July school holidays.

Social Media

The Jetty Road Glenelg, Social media reporting for Facebook and Instagram are reflective for the period 28 January 2020 to 18 February 2020.

Facebook

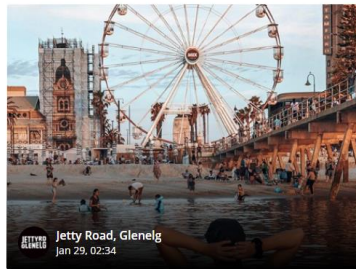
- 27,254 followers (↑56)
- 187 page new likes (↓24%)
- 1,753 page views (↓27%)
- 49,576 post reach (↓10%)
- 3,334 Story reach (↓26%)
- 3,287 Video view (↓37%)

Top posts are determined impressions (best performing posts.)



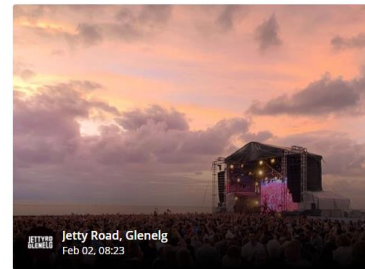
Look who was spotted in Glenelg today, dining at Beach Burrito Company on Jetty Road and enjoying our beautiful foreshore. Welcome to South Australia Michael Bubl  - it was great seeing you all enjoying our beautiful Bay!

Post by JR Coordinator
24,533 impression



Just another gorgeous summer's day in paradise. How's your day looking? 🌊 @lucyadamopoulos

Post By Social Media AOK
8,893 impressions



What a way to end a series of summer beach events in the Bay with last nights Fat Boy Slim concert. Despite some much needed rain over the weekend the sun broke out in time for a typically brilliant Glenelg sunset 🌅 Coming up next will be Sunday's Sunset Markets so lock in a cruisy day in the Bay next weekend. Markets start at 4.30pm 🍷🍷🍷... #5045 #thebay #glenelg #glenelgbeach #moseleysquare #jettyrdglenelg #thebay #ourbackyard #adelaide #visitadelaide #southaustralia #australia #seesouthaustralia #adelaidebeaches

Post by Social Media AOK
6,305 impressions

Instagram

- 13,835 followers (↑310)
- 8,686 likes (↑1.5k)
- 148,308 impressions (↓4.6K)

Top posts



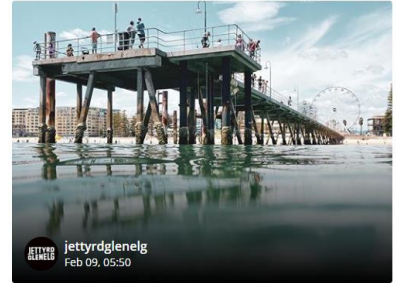
Guess who visited The Bay today... Michael Buble! @michaelbuble was in Glenelg, enjoying lunch at @beachburritoco on @jettyrdglenelg and having fun in our beautiful precinct and Glenelg foreshore with family. Welcome to @southaustralia Michael and all the best with your World Tour and thanks for your part in the @firefightaustralia Concert for National Bushfire Relief. ❤️📧 @stephenpattersonmp 🤔🤔🤔 #jettyrdglenelg #glenelg

Post by JR Coordinator
Engagement level 11.3K



Did you know aside from the huge open sandy beach and grassed areas the majority of cafes in Glenelg are dog friendly? We want to see all your best pupper shots so tag #dogsofglenelg for your chance to be featured! 📸 📧: @swedishbarks featuring Scout . . . #glenelg #adelaide #5045 #southaustralia #jettyrdglenelg #instagram #sunsets #dogfriendly #dogsofinstagram #puppylove #dogstagram #dogs #doglovers #thebeach #thebay

Post By Jase Hicks
Engagement level 5.2K



It's all happening in Glenelg this afternoon. Aside from the incredible beach weather, the cafes and bars are all open in Jetty Road and Moseley Square, the @glenelgsunsetmarkets are on from 4.30pm, the @moseleybk Beach Club will be pumping, the @skylineferriswheel will be delivering the views and the @thegrandbar has the Brazilian Carnival. And later on no doubt we will be treated to a classic Glenelg sunset to top it all off 🌅📸 📧 #5045 #thebay #glenelg #glenelgbeach #moseleysquare #jettyrdglenelg #thebay #ourbackyard #adelaide #visitadelaide #southaustralia #australia #seesouthaustralia #adelaidebeaches #skylineferriswheel #glenelgsunsetmarkets

Post by Jase Hicks
Engagement level 5.7k

Website

Following the last month's report, where it was reported that the Jetty Road website is going through an upgrade, this transfer project is on track and being coordinated by the City of Holdfast Bay's Digital Engagement Partner.

Current website stats:

- 1.5k users
- 1.7k sessions
- 74.15 bounce rate

BUDGET

The JRMC has \$138,625 allocated towards implementing the 2019/20 marketing plan.

LIFE CYCLE COSTS

Not applicable

Item No: **8.5**

Subject: **EVENTS UPDATE**

Date: 4 March 2020

Written By: Manager, City Activation

General Manager: Community Services, Ms M Lock

SUMMARY

JRMC, in partnership with the City of Holdfast Bay, are responsible for implementing and managing a variety of major events to support economic stimulus in the precinct in accordance with the annual marketing and business plan. This report provides an overview of upcoming events and an update on events held.

RECOMMENDATION

That the Jetty Road Mainstreet Committee note this briefing

COMMUNITY PLAN

Economy: Supporting and growing local business
Economy: Boosting our visitor economy

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

The JRMC in partnership with the City of Holdfast Bay are responsible for implementing and managing a variety of major events to support economic stimulus in the precinct in accordance with the annual marketing and business plan.

REPORT

Winter Wonderland

The City of Holdfast Bay Events Team are now in the final stages of finalising the tender information, at the time of writing this report, in readiness in issuing the open tender the first week of March 2020 which will be open for a three week duration. The intent is to have the contract in place by April 2020. The event will include winter activations either side of Winter Wonderland incorporating Winter Markets and Food/Wine/Music/Entertainment activations, to be determined. The Winter Wonderland activation will run across three weekends through July including school holidays.

Landlords Lunch

In October 2019 the JRMCA Chair and Deputy Chair hosted a lunch for Jetty Road landlords. It is proposed that the next lunch take place in early May. Major events coming up in Glenelg include:

Events

Glenelg Sunset Markets – December to March

The final market for the summer season will be held on 8 March 2020. As per the February JRMCA report, two traders had expressed interest with operating a pop up stall at the February Market, however only 1 trader followed through in operating a pop up stall. This remains the same for the 8 March market.

Activations

Mix102.3 Giant Ferris Wheel – extension

The Skyline Ferris wheel had a conclusion date of 23 February, however the promoters have sought approval from Council Administration to extend the season until Tuesday 10 March 2020, which includes the March long weekend.

Sponsorships of Events

In addition, the JRMCA also support the following events:

Bay Sports Festival – 26 to 28 December

The JRMCA supported this event with sponsorship of \$500 in Jetty Road Gift Cards.

City to Bay – 15 September

The JRMCA supported this event with sponsorship of \$1,800 in Jetty Road Gift Cards.

Handball SA – September 2019/April 2020

The JRMCA supported the 2019/20 Local Beach Handball Competition with sponsorship of \$2,000 in Jetty Road Gift Cards.

Volleyball SA – October 2019/April 2020

The JRMCA supported the 2019/20 South Australian Beach Volleyball Series with sponsorship of \$1,500 in Jetty Road Gift Cards.

Our Place Festival – 30 November 2019

The JRMC provided sponsorship of \$1,000 to the Our Place Festival which was held at the Glenelg Backpackers.

BUDGET

The 2019/20 budget provide sufficient funds to deliver the above mentioned events

LIFE CYCLE COSTS

Not applicable

Item No: **8.6**
Subject: **TERMS OF REFERENCE REPORT**
Date: 4 March 2020
Written By: Manager, City Activation
General Manager: Community Services, Ms M Lock

SUMMARY

The JRMC members are governed by the “Jetty Road Mainstreet Terms of Reference” for the duration of their term on the committee. There are provisions within the Terms of Reference that allow the JRMC to review the content annually.

RECOMMENDATION

That following the annual review, the Jetty Road Mainstreet Committee endorse any proposed changes to the Terms of Reference for submission to Council.

COMMUNITY PLAN

Placemaking: Creating lively and safe places
Economy: Making it easier to do business
Economy: Boosting our visitor economy

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

The current JRMC Terms of Reference were endorsed by Council at its meeting held 11 December 2018, minute reference C111218/1329.

REPORT

Item 15.2 of the current Terms of Reference provide that:

The JRMC shall at least once per year, review its own performance, terms of reference and membership and provide a report to council including any recommended changes.

Following discussions at the 4 December 2019 JRMC meeting, committee members agreed that they would review and, if required, make changes to the current Terms of Reference (attachment 1) to then be submitted to Council for endorsement.

Refer Attachment 1

BUDGET

Not applicable

LIFE CYCLE COSTS

Not applicable

Attachment 1





Jetty Road Mainstreet Committee Terms of Reference

Endorsed by Council at its meeting held 11 December 2018 minute reference C111218/1329

1. Background/Preamble

The Jetty Road Glenelg Precinct (“the Precinct”) is recognised throughout South Australia and beyond as one of the best examples of a thriving traditional retail, hospitality and business district, servicing the needs of the community and around two million visitors each year.

In 1994, the former City of Glenelg established the Jetty Road Mainstreet Board (“the Board”) with the aim of supporting the Precinct to flourish and expand, to strengthen partnerships between businesses, the Council and local community. In 2007, the name was changed to the Jetty Road Mainstreet Management Committee (JRMMC).

2. Establishment

The Jetty Road Mainstreet Committee (JRMC) is an advisory committee of the City of Holdfast Bay formed under Section 41 of the *Local Government Act 1999*.

3. Objectives

The JRMC is established to advise Council on:

- 3.1 Enhancing and promoting the Precinct as a vibrant shopping, leisure and recreational area with year round appeal to residents and visitors.
- 3.2 Furthering the economic development of the Precinct and encouraging further retail investment in the Precinct.
- 3.3 A consistent marketing and brand strategy for the Precinct.
- 3.4 Initiatives required to operate the Precinct in accordance with the Council’s Strategic Management Plans.
- 3.5 The Committee will also maintain communication between the Council, traders, landlords, tourism providers, consumers and residents in the Precinct.

4. Purpose

The purpose of the JRMC is to:

- 4.1 Recommend a strategic management and financial plan for the Precinct for a period of at least four years for consideration and adoption by Council;
- 4.2 Promote the Precinct and to encourage its use by residents, visitors and the greater community in general;

Jetty Road Mainstreet Committee Terms of Reference

- 4.3 To make recommendations to Council in relation to the maintenance and upgrade of the Precinct's existing infrastructure and physical appearance to ensure it is maintained to a high standard in keeping with a historic seaside village concept;
- 4.4 To recommend annually to Council a budget to support the performance of its activities and functions. Through regular reporting to Council on the JRMC's financial and general performance, monitor the aspects of the budget approved by Council relating to the JRMC and the Precinct.

5. Code of Conduct

- 5.1 All members of the Jetty Road Mainstreet Committee are required to operate in accordance with Part 4 of the *Local Government Act 1999*, in that they are required at all times to:
 - 5.1.1 act honestly in the performance and discharge of official functions and duties;
 - 5.1.2 act with reasonable care and diligence;
 - 5.1.3 not make improper use of information or his or her position; and
 - 5.1.4 abide by the Elected Member Code of Conduct.
- 5.2 All members of the Committee will support as one the recommendations of the Committee and Council and will work with other members of the Committee and with employees of the City of Holdfast Bay in a respectful and professional manner at all times.
- 5.3 The JRMC is subject to compliance with all City of Holdfast Bay policies, plans and procedures.
- 5.4 The Conflict of Interest Provisions under the *Local Government Act 1999* shall apply to all members of the JRMC as if members of the JRMC were Members of Council.
- 5.5 The general duties contained in Section 62 of the *Local Government Act 1999* apply to all members of the JRMC as if members of the JRMC were members of Council.

6. Meetings

- 6.1 Meetings will be held at least once every 2 months.
- 6.2 All meetings of the JRMC shall held in a place open to the public except in special circumstances as defined by section 90 of the *Local Government Act 1999*.
- 6.3 A Notice of Meetings showing the meeting dates, times and locations will be prepared every 12 months and published on Council's web-site, and be displayed in a place or places determined by the CEO.
- 6.4 Meetings will not be held before 5:00pm unless the Committee resolves otherwise by a resolution supported by a two-thirds majority of members of the Committee.
- 6.5 A special meeting can be called by the Chief Executive Officer of the Council at the request of the Presiding Member or at least two members of the JRMC to deal with

Jetty Road Mainstreet Committee Terms of Reference

urgent business at any time. A request for a special meeting must include details of the time, place and purpose of the meeting which will be included in the notice of the special meeting.

- 6.6 Each notice of meeting, agenda and reports for each JRMC meeting shall be placed on the Council's website.
- 6.7 Members of the public have access to all documents relating to the JRMC unless prohibited by resolution of the Committee under the confidentiality provisions of section 91 of the *Local Government Act 1999*.

7. Membership

- 7.1 The Jetty Road Mainstreet Committee (JRMC) will consist of up to 11 persons with a maximum of 9 persons who are either landlords or traders in the precinct and are contributing to the separate rate.
- 7.2 The Jetty Road Mainstreet Committee may, if it wishes to do so, appoint up to 2 independent members, who have relevant skills and experience which will benefit the committee without the requirement to be either landlords or traders in the precinct contributing to the separate rate.
- 7.3 The Council may appoint up to two elected members to the JRMC, namely the Deputy Mayor and one elected member from the Glenelg or Somerton wards. If the Deputy Mayor is not from the Glenelg or Somerton wards then they may elect to stand down for another elected member from the wards. The appointment of the Deputy Mayor is limited by the term of appointment as Deputy Mayor. The Mayor is an ex-officio member of the JRMC with no voting rights.
- 7.4 Members of the JRMC are appointed by the Council.
- 7.5 Elected Members are appointed for the term agreed by Council and committee members are appointed for a term not exceeding 2 years. On expiry of their term, an independent member may be re-appointed by Council for a further two year term.
- 7.6 The JRMC may make recommendations to the Council regarding the reappointment of any independent member, at the expiration of the member's term of office and the reappointment is entirely at the discretion of council.
- 7.7 A JRMC Committee Member's office will become vacant if:
- 7.7.1 In the case of the Elected Members of the Council, appointed by the Council to the JRMC, the Elected Member ceasing to hold office as an Elected Member of the Council; and
- 7.7.2 In the case of the other Management Committee Members appointed in accordance with Clause 7.1:
- upon the Council removing that person from office; or
 - the member resigning their position from the JRMC.
 - upon the member no longer either landlords or traders in the precinct and are contributing to the separate rate.
- 7.8 If Council proposes to remove an committee member of from the Committee, it

Jetty Road Mainstreet Committee Terms of Reference

must give written notice to the committee member of its intention to do so and provide that member with the opportunity to be heard at an Executive Committee meeting, if that committee member so requests.

- 7.9 If any Committee Member is absent for three consecutive meetings of the JRMC without leave of the JRMC, the JRMC may recommend to the Council that it remove that Member from office and appoint another person as a Committee Member for the unexpired term.
- 7.10 The removal of a Committee Member and appointment of another Committee Member pursuant to this Clause shall be entirely at the Council's discretion.
- 7.11 In the event of a vacancy in the office of a Committee Member, the Council shall, if it deems fit, appoint another person as a Committee Member on such terms and conditions as it thinks fit.
- 7.12 Each Committee Member must participate in the Council orientation and induction program for Committee Members and must attend all education and training programs as required by the Council from time to time.

8. Method of Appointment of Committee Members

- 8.1 The method of appointment of the Committee Members will be as follows:
- 8.1.1 At the expiry of each committee member's term, if not eligible for reappointment, the Council will advertise the vacancies and seek nominations for the positions of the committee members of the JRMC.
- 8.1.2 The Council will call for nominations from either landlords or traders in the precinct and are contributing to the separate rate and will assess these nominations against the following criteria:
- Retail business experience
 - Marketing and/or advertising experience
 - Retail property management experience
 - Experience as a member of a Board of Management or similar governing body
 - Availability to attend meetings
- 8.1.3 If the committee recommends to Council that it believes that the committee would benefit from independent members appointed to the committee with specialist skills the Council would advertise for up to 2 independent members who had skills/experience in the following areas:
- Tourism
 - Events
 - Marketing
 - Food and Dining
 - Economic Development
 - Property Development
 - Investment Attraction
 - Urban Planning and Design
- 8.2 The selection panel will comprise the one elected member appointed to the

Jetty Road Mainstreet Committee Terms of Reference

committee, the Mayor and the Chief Executive Officer of the Council.

- 8.3 The selection panel will make a recommendation to Council as to the appointment of the committee members for consideration and appointment by the Council.

9. Office Bearers

- 9.1 At the first meeting of the JRMC in every second financial year, the JRMC shall appoint, for a bi-annual term, a Presiding Member and a Deputy Presiding Member from amongst the Committee Members. The Presiding Member of the Committee is the committee's official spokesperson.
- 9.2 The Presiding Member and Deputy Presiding Member are to be appointed from those members who are not Elected or Independent Members of the City of Holdfast Bay. The membership of the Committee will consist of two (2) Elected Members being Council members who are from either the Somerton or Glenelg wards. The Mayor shall attend one meeting of the Committee pre quarter with no voting rights.
- 9.3 The Deputy Presiding Member will act in the absence of the Presiding Member and if both are absent from a meeting of the JRMC, the Committee Members will choose a Committee Member from those present, who are not Elected Members of the City of Holdfast Bay, to preside at the meeting as the Acting Presiding Member.

10. Voting Rights

- 10.1 All members have equal voting rights.
- 10.2 All decisions of the JRMC shall be made on the basis of a majority decision of the JRMC members present.
- 10.3 Unless required by legislation not to vote, each member must vote on every matter which is before the JRMC for decision.
- 10.4 The Presiding Member has a deliberative vote, but does not, in the event of an equality of votes have a casting vote.
- 10.5 In the event of an equality of votes, the matter must be referred to Council for decision.

11. Meeting Procedures

- 11.1 Meetings of the JRMC will be conducted in accordance with the *Local Government Act 1999, Part 3 of the Local Government (Procedures at Meetings) Regulations 2000*, these Terms of Reference and any applicable Code of Practice adopted by the Council.
- 11.2 In so far as *the Local Government Act 1999, Part 3 of the Local Government (Procedures at Meetings) Regulations 2000*, the Council's Code of Practice – Procedures at Meetings as applicable to the JRMC and the Terms of Reference does not specify a procedure to be observed in relation to the conduct of a meeting of the JRMC, then the JRMC may determine its own procedure.
- 11.3 If a member of the JRMC is unable to attend a meeting, they may participate in the meeting by telephone or video conference, in accordance with any procedures prescribed by the regulation or determined by the council under section 89 LG Act and

Jetty Road Mainstreet Committee Terms of Reference

provided that any members of the public attending the meeting can hear the discussion between all committee members.

- 11.4 The decision of the person presiding at the meeting of the Committee in relation to the interpretation and application of meeting procedures is final and binding on the Committee.
- 11.5 A special meeting can be called by the Chief Executive Officer of the Council at the request of the Chair or at least two members of the JRMCM to deal with urgent business at any time. A request for a special meeting must include details of the time, place and purpose of the meeting which will be included in the notice of the special meeting. All Members must be given at least four hours' notice of a special meeting.
- 11.6 All decisions of the JRMCM shall be made on the basis of a majority of the members present.
- 11.7 The presiding member has the right to refuse a motion without notice if he/she thinks that the matter should be considered by way of a written notice of motion, or if he/she believes the motion is vexatious, frivolous or outside of the scope of the Committee.
- 11.8 The presiding member has the right to end debate if he/she believes that the matter has been canvassed sufficiently, taking into account the Guiding Principles of the *Local Government (Procedures at Meetings Regulations) 1999*.

12. Quorum

- 12.1 A quorum will be half of the Board Members plus one, ignoring any fractions. No business can be transacted at a meeting of the JRMCM unless a quorum is present

13. Minutes of Meetings

- 13.1 Minutes of the JRMCM meetings will be placed on Council's website and a copy provided to all Council and JRMCM members within 5 days of a meeting of the JRMCM.
- 13.2 Minutes of the JRMCM meetings will be presented to the next meeting of the Council for their information and endorsement.
- 13.3 Where necessary the minutes of JRMCM will include commentary relevant to the decisions made by the committee. This is not a verbatim record of the meeting.

14. Financial Management

- 14.1 The JRMCM financial records will be maintained by the council.
- 14.2 The JRMCM will present to the Council for its consideration and adoption, a proposed annual budget for its activities for the ensuing financial year within the timeframes established by Council for its annual budget preparation cycle.
- 14.3 The financial year shall be from 1 July to 30 June in the following year.

15. Reporting Requirements

Jetty Road Mainstreet Committee Terms of Reference

- 15.1 The JRMC will prepare a quarterly report to Council on the activities of the Committee reporting on in particular:
- Strategy – the adopted strategic management and financial plan for the Precinct including stakeholder engagement and resources
 - Promotion – promotional activities undertaken to promote their precinct, attendances of residents and visitors
 - Jetty Road Master Plan – provide recommendations to Council in relation to the upgrade of the Precinct’s existing infrastructure and physical appearance aligned with the Jetty Road Master Plan.
 - Financial Performance - financial and general performance, monitor the aspects of the budget approved by Council relating to the JRMC and the Precinct.
- 15.2 The JRMC shall at least once per year, review its own performance, terms of reference and membership and provide a report to council including any recommended changes.
- 15.3 The JRMC presiding member will report to council annually summarizing the activities of the JRMC during the previous financial year.
- 15.4 The JRMC will provide a report for inclusion in the Council’s Annual Report on the outcomes of the annual performance review.

16. Secretariat and Support

- 16.1 The Council will employ appropriate Administrative staff¹ to assist the Committee to meet its objectives.
- 16.2 The Chief Executive Officer will ensure that the JRMC has access to reasonable administrative resources in order to carry out its duties.
- 16.3 All workplace equipment and facilities are provided by the Council and Administrative staff, report directly to the relevant Manager.
- 16.4 The members of the JRMC will be provided with appropriate and timely training, both in the form of an induction program for new members and on an ongoing basis for all members.

17. Roles and Responsibilities

- 17.1 Chair
- To provide leadership to the Committee.
 - To act as the presiding member at all meetings of the Committee, ensuring that the meeting is conducted in a proper and orderly manner, complying with the requirements of the Local Government Act 1999 and the Local Government (Procedures at Meetings Regulations) 1999.
 - To act as the principal spokesperson of the Committee in accordance with Council’s media policy.

¹ Funded from the separate rate

Jetty Road Mainstreet Committee Terms of Reference

- To act as the Committee's primary contact with the Administrative staff.
- To regularly liaise with Council Administrative staff in relation to the work of the Committee.
- To provide feedback on Council Administrative staff performance, as required. (The Committee will have the opportunity to provide comment and feedback on staff performance as part of the six monthly City of Holdfast Bay Performance Development Review process. However, any feedback from individual Committee members regarding staff performance must be provided through the Chair).

17.2 Deputy Chair

In the absence of the Chair, to fulfil the role of the Chair.

17.3 Committee Members

- To attend all meetings of the Committee as practical.
- To make recommendations to Council in a fair and impartial manner, and which are within the scope of the Committee.
- To declare any conflict of interest and act appropriately in respect of that conflict.
- To listen to alternate views and act respectfully to other Committee Members.
- Committee Members have no role in directing Administrative staff of the Council.

17.4 Administration

- To refer recommendations of the Committee to Council.
- To provide secretariat and administrative support to the functions of the Committee.
- To ensure that meetings of the Committee occur as scheduled and that members are provided with information in a timely manner.
- To liaise between the Committee and the Jetty Road Traders on matters relevant to the Committee.
- The Coordinator, Jetty Road Development is the principal point of contact between the Committee, through the Chair, and Administration.